

FRONTLINES

Rep. James Florio (D.-N.J.) to assess the industry to create a \$1.3 billion superfund for cleaning up spills and waste sites will go before Congress this spring. If CMA's response to the superfund is any indication of its "new" promotion strategy, stand by for the same old complaints reheated over new Bunsen burners: the industry is dubbing it unnecessary-until-further-studies etc., etc., etc.

First, Scrub That Mouth

The foot-in-mouth award this month goes to Columbus, Ohio, Mayor Tom Moody, who recently managed to alienate feminists, church-club women, law-and-order advocates and more or less the entire population of Ohio State University with one fell swoop of the tongue.



Moody: He understands rapists.

"I can understand the thief; I can understand the burglar, the robber. I can even understand the rapist," Moody told a Kiwanis Club audience. "But what satisfaction you get out of littering, I don't know."

"The burglar at least only offends the person whose home it is," Moody continued. "The rapist only offends that lady, but the litterer offends the good senses of every hu-

man being," he concluded.

Moody appeared on the campus of Ohio State University (OSU) the day after he made the remarks; he affirmed that he had been cited correctly and dug himself deeper into the same ditch with charges that "uncleanliness" and lack of quality housing were the main problems facing the campus community.

Predictably, the mayor's comments were followed by a lively question-and-answer session. "Rape affects all women," one woman in the audience told him. "How can decreased litter and housing improvements help women who can't even leave their homes without the fear of being raped?"

Moody's remarks came close on the heels of the release of police department statistics showing that OSU's South Campus area has among the highest crime rates in Columbus in certain categories. In a six-month period in 1979, there were ten rapes, 16 assaults and several hundred thefts in the area.

OSU's newspaper, *The Lantern*, reports that the mayor's statement was protested by the head of the student association, the Association of Women Students, Women Against Rape, and local politicians. Bad news for Buckeye women, however: shortly after the remarks, Moody was elected to another term in office.

Fast Bucks

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Jeez, Time Sure Does Fly

Rumors that various government officials are controlled or programmed by some nefarious force periodically circulate throughout the right-wing press: We thought we'd throw our two cents into that fine, journalistic tradition now that we've discovered the following info.

Consider: last autumn in these pages, we reported on Washington state Governor Dixy Lee Ray, who was running around saying, "One billion hours ago we were fighting World War II. And one billion minutes ago Jesus Christ was walking on earth. And one billion seconds ago, our ancestors were living in caves." An astounding amount of mail poured into the *Mother Jones* office complaining about our "error"—but we had quoted the governor accurately.

Now, it has come to our attention that Delaware Governor Pierre du Pont IV has been illustrating his tirades about government spending with the news that "a billion minutes ago, Jesus Christ was still alive. . . . A billion seconds ago, we had not yet exploded an atomic bomb."

As if all this weren't dizzying enough, we have learned that former Texas Governor John Connally tells the story in reverse, starting with a billion seconds. For Connally, however, a billion seconds ago "was the year 1946"; a billion minutes ago was "shortly after the time of Christ."

While du Pont and Connally clearly don't suffer Ray's confusion, they still miss the mark significantly. So all you readers-cum-governors stop gabbing and take note:

- one billion seconds ago, it was 1948 (give or take a few seconds).

- one billion minutes ago, it was about 77 A.D. (Christ died circa 29 A.D.)

We don't know what Dixy Lee and John have to say about all this, but when confronted with the shocking truth, du Pont's press secretary Fredrick Stern breezily told the (Wilmington, Delaware) *Evening Outlook* that his boss was "close enough for government work." Getting right to the heart of the problem, Stern said he would talk to the others about "stealing our stuff."

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FRONTLINES



A Billboard In Egypt: Smoke gets in their . . .

Dumping The Nicotine Fit

Last November, we published the findings of our massive investigation of dumping—the practice of unloading banned or hazardous U.S. products on the Third World. One result of that special issue is that news of other dumps has been arriving regularly at the *Mother Jones* office. Here is just one dump of a hazardous (although not banned) American product we've been able to confirm:

It's no surprise that smoking is on the increase in the Third World. Predictably, as smoking has declined in the United States and low-tar cigarettes have gained popularity here, tobacco firms have been increasing overall sales through exports of stronger cigarettes. What is news is that the U.S. Department of Agriculture financed these sales to the tune of \$76.5 million last year.

The Ag Department acts as a broker for domestic firms who want to dump their tobacco abroad through both the Commodity Credit Corporation and its Food for Peace program. Not only does the government provide loans for Third World buyers, but, until 1975, the Ag Department actually spent advertising dol-

lars to help tobacco companies promote cigarette smoking in other countries.

In 1978, with a little help from the feds, U.S. firms exported "full-flavor" (read, high-tar) cigarettes to 120 countries; this included 3.9 billion cigarettes to Saudi Arabia, 949 million to Egypt and 217 million to Argentina. U.S. firms exported about \$2.3 billion worth of "full-body" tobacco and high-tar cigarettes in 1979. According to one HEW official, the exported versions of some U.S. brands have been shown to contain higher levels of tar and nicotine than their domestic counterparts.

Unlike cigarettes sold domestically, most of those which are exported are not labeled as hazardous. The dismaying result of all this? The largest increases in smoking in recent years have occurred in the poorest nations.

—Carolyn Marshall

Sadism Offed From LPs

Finally: Warner Communications Inc., owner of Warner Brothers, Atlantic and Electra/Asylum Records, has issued a formal advertising policy statement pledging to "oppose the depiction of vio-

lence against women and men on album covers and related promotional material." The statement marks a major victory for the small, Los Angeles-based Women Against Violence Against Women (WAVAW), which has now called off its two-and-a-half-year boycott of Warner.

WAVAW, with the support of other feminist groups, had protested promotional campaigns that depicted abuse of women—all part of a trendy wave of pseudo-chic sado-masochism that swept the recording industry a couple of years ago. The ads were irresponsible, WAVAW charged, considering the vast numbers of women who actually are beaten and sexually molested in the United States.

How did tiny WAVAW, with a largely volunteer staff and a national mailing list of only 5,000, convince industry-

leader Warner to shape up? WAVAW spokesperson Julia London told *Mother Jones* that the group got most mileage out of pressuring people in high places. Attending Warner shareholder meetings, says London, paid off. Among those inside Warner cited by London as responsive to feminist criticism are Warner Communications Board member Bess Myerson, and David Horowitz in the office of the president.

In addition to issuing the policy statement, Warner has decreased exposure on one offensive jacket and has changed the jacket of the new Hammer release. The firm has also arranged a meeting to be held soon between WAVAW and the Warner graphics department. Meanwhile, WAVAW is gearing up to extract similar promises from the rest of the recording industry.

New Twist On Ludes

Will a Quaalude by any other name sell sweeter? The Lemmon Company, a pharmaceutical firm that last year bought the Quaalude patent thinks it will. In an advertising brochure recently mailed to selected doctors, Lemmon announced that it would begin selling Quaalude under the name Mequin.

Physicians who are "sensitive to the adverse publicity attendant to the brand name Quaalude" will be able to prescribe Mequin instead, advises the firm. As an added convenience, "Lemmon will continue to market Quaalude as a brand [for those] who prefer to continue prescribing Quaalude."

"Quaalude is a sound drug medically, but it has been abused," Lemmon's president, Harris N. Hollin told *Mother Jones*. "[As a result],

the drug isn't prescribed even when it is indicated."

Meanwhile, a consumer safety officer for the Food and Drug Administration (FDA) was surprised when *Mother Jones* told her that Mequin was already available in some pharmacies. "Their application is [still] here on my desk," she said. After consulting with her supervisor, however, the officer told us that the FDA had given Lemmon a verbal O.K., by phone, to market Mequin because "there were extenuating circumstances." When pressed, the officer claimed that, under the Freedom of Information Act, she could not reveal what those circumstances were.

So now, the FDA, Lemmon and doctors know that Mequin is Quaalude. Only the patients don't. —Ellen Hoff

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